requisite city grade signal to Dadeville.<sup>128</sup> The Dadeville Proposal would comply with the minimum distance separation requirements with the exception of the Auburn Proposal. Thus, Cox's Counterproposal is mutually exclusive with the Auburn Proposal. As proposed, the Channel 262A service area would contain 43,600 persons in an area of 2,460 square kilometers with no resulting gains or losses of service.<sup>129</sup> The proposed channel substitution does not provide 70 dBu coverage to any urbanized area.<sup>130</sup>

## IV. PROPOSED SUBSITUTION OF CHANNEL 300A FOR CHANNEL 247A, ORRVILLE, ALABAMA.

- 46. To accommodate the Gardendale Proposal, Cox proposes to substitute Channel 300A for Channel 247A in Orrville, Alabama, at a new reference site for WJAM-FM (the "Orrville Proposal"). Scott Communications, licensee of WJAM-FM, has consented to the modification of WJAM-FM's license from Channel 247A to Channel 300A and the change of transmitter site. Scott Communications has agreed to file an application to implement the changes consistent with the Commission's spacing rules upon grant of the Counterproposal. In accordance with the Commission's policies, Cox pledges to reimburse Scott Communications for its reasonable costs in implementing the channel substitution.
- 47. As indicated in the Technical Exhibit, the Orrville Proposal complies with the Commission's technical requirements. Operation from the proposed site at Orrville would provide the requisite city grade signal coverage to Orrville and would comply with the minimum

<sup>129</sup> See id.

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<sup>&</sup>lt;sup>128</sup> See id.

<sup>&</sup>lt;sup>130</sup> See id.

A copy of the consent is included as Exhibit F.

<sup>&</sup>lt;sup>132</sup> *See id.* 

distance separation requirements, with the exception of the existing Channel 247A at Orrville. As proposed, the Channel 300A service area would contain 43,760 persons over an area of 2,460 square kilometers with a net service loss of 1,765 persons. The loss area would continue to receive service from at least five other full-time stations and thus is considered to be well-served.

## V. PROPOSED ALLOTMENT OF CHANNEL 248A TO GOODWATER, ALABAMA, AS FIRST LOCAL SERVICE.

48. To accommodate the Gardendale Proposal, Cox proposes to reallot Channel 248A from Talladega to Goodwater, Alabama, for use by WSSY-FM as Goodwater's first local service (the "Goodwater Proposal"). Williamson Broadcasting, Inc. ("Williamson"), licensee of WSSY-FM, has consented to the modification of WSSY-FM's license to change its community of license and transmitter site and agreed to file an application to implement the changes consistent with the Commission's spacing rules upon grant of the Counterproposal. Moreover, Scott Communications, which holds an option to acquire WSSY-FM from Williamson, has agreed to exercise such option and to file an application with the Commission to implement the facilities changes upon grant of Cox's Counterproposal. In accordance with the Commission's policies,

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<sup>&</sup>lt;sup>133</sup> See id.

<sup>&</sup>lt;sup>134</sup> *See id.* 

<sup>&</sup>lt;sup>135</sup> See id.

Llano and Marble Falls, Texas, 12 FCC Rcd 6809, ¶ 6 (1997), recon. denied, 13 FCC Rcd 25039 (1998) ("Llano").

A copy of the consent is included as Exhibit G.

See Exhibit A (Letter from Paul Scott Alexander of Scott Communications, Inc. dated June 15, 2001).

Cox pledges to reimburse Williamson or Scott Communications, as the case may be, for its reasonable costs in implementing the channel substitution.

#### A. Technical Compliance.

- 49. The Goodwater Proposal complies with the Commission's technical requirements. 139 Operation from the proposed site would provide the requisite city grade signal coverage to Goodwater and would comply with the minimum distance separation requirements with the exception of Channel 248A at Pine Level, Alabama, Channel 249A at Clanton, Alabama, and Channel 247A at Dadeville (which is addressed by the Dadeville Proposal). As discussed herein, Cox's Counterproposal includes a change in the reference coordinates for Pine Level, the reference coordinates and community of license for Clanton, and a proposed channel substitution for Dadeville to accommodate the Goodwater Proposal. As required by Section 1.420(i) of the Commission's rules, the proposed allotment of Channel 248A at Goodwater is mutually exclusive with WSSY-FM's present assignment of Channel 248A at Talladega, Alabama. 141
- 50. The proposed Channel 248A dBu service area would contain 49,390 persons in an area of 2,460 square kilometers with a "net" loss of 27,230 persons. Except as noted below, the loss area would contain service from at least five other full-time stations and thus is considered to be well-served. A small area of 9 square kilometers containing 67 persons within the loss area will contain three remaining full-time services and two areas over a

See Exhibit B (Technical Exhibit).

<sup>&</sup>lt;sup>140</sup> See id.

<sup>&</sup>lt;sup>141</sup> See id.

<sup>&</sup>lt;sup>142</sup> See id.

See id.

cumulative area of 98.3 square kilometers containing 1,376 persons within the loss area will contain four remaining full-time services. <sup>144</sup> Upon reallotment of Channel 248A, Talladega would have two remaining full-time aural services: WTDR(FM) on Channel 224A and WNUZ(AM) on 1230 kHz. <sup>145</sup> No aural services are assigned to Goodwater. <sup>146</sup> Thus, grant of Cox's Counterproposal would provide Goodwater with its first local aural service while leaving Talladega with two remaining full-time aural services, resulting in a preferential arrangement of allotments.

#### B. Goodwater is a Community Deserving of First Local Aural Service.

- 51. The City of Goodwater, Alabama, qualifies as a community and merits a first local aural service preference. Goodwater is an incorporated city, listed in the Census, and thus meets the basic criteria for a community.<sup>147</sup> Moreover, Goodwater's local government and businesses all identify themselves with the community of Goodwater and thereby create a cohesive network for the residents of the city.<sup>148</sup>
  - 52. The City of Goodwater is not located within any Census-defined Urbanized

<sup>144</sup> See id.

<sup>&</sup>lt;sup>145</sup> See id.

<sup>&</sup>lt;sup>146</sup> See id.

See e.g., Pontontoc, Tennessee, 11 FCC Rcd 14430, ¶ 15 (1996) (stating that the proposed community's incorporation and listing in the Census meet the Commission's basic criteria for a community); Brookline, Missouri, 10 FCC Rcd 13038, ¶ 4 (1995) ("While 'incorporation is not a prerequisite [for community status], and while a community need not have a clearly delineated area and population, it is no doubt correct to state that in most cases a community is a city, town, village, or other political subdivision"); Naples, Florida, 69 FCC 277, ¶ 11 (1997) (stating that the question of community status is "easily answered" "[i]f it is an incorporated community").

See Las Vegas and Rowe, New Mexico, 2001 FCC Lexis 559, ¶ 3 (FCC Jan. 26, 2001).

Area and would not encompass any portion of an Urbanized Area. Accordingly, a *Tuck* analysis demonstrating that Goodwater is independent of an Urbanized Area is not required. 150

53. Goodwater is an incorporated city<sup>151</sup> with a population of 1,633 persons<sup>152</sup> and occupies an area of 1,694 square kilometers.<sup>153</sup> Goodwater has its own city hall<sup>154</sup> and local government, which is headed by Mayor Lonnie Caldwell.<sup>155</sup> The local government includes a five-member City Council, and committees and commissions such as the Planning "Zoning" Commission, Parks and Recreation Committee, Medical Clinic Board, and Emergency Medical Service Board.<sup>156</sup> Goodwater has a police department led by Police Chief Harold Strong and Lieutenant Gerald Whetstone.<sup>157</sup> The police department "is staffed around the clock with dispatchers and officers" and is equipped with a jail.<sup>158</sup> The Goodwater Fire Department is staffed by thirty-two volunteers and has an ambulance service staffed by twenty-six

See Exhibit B (Technical Exhibit).

Tuck; see, e.g., Headland, Alabama, and Chattahooche, Florida, 10 FCC Rcd 10352, ¶ 11 (1995).

See Exhibit H (2000 Rand McNally Commercial Atlas and Marketing Guide).

See Exhibit H (Census Bureau, Census 2000).

See Exhibit H (Official City Sites (visited June 16, 2001)

<sup>&</sup>lt;a href="http://officialcitysites.org/city.php3?st=AL&cityname=Goodwater">http://officialcitysites.org/city.php3?st=AL&cityname=Goodwater</a>).

See Exhibit H (Goodwater Online City Hall (visited June 14, 2001) <a href="http://www.goodwater.org/cityhall.html">http://www.goodwater.org/cityhall.html</a>).

See Exhibit H (Goodwater Online Mayor & City Council (visited June 14, 2001) <a href="http://www.goodwater.org/council.html">http://www.goodwater.org/council.html</a>).

See Exhibit H (Goodwater Online Boards & Commissions (visited June 14, 2001) <a href="http://www.goodwater.org/boards.html">http://www.goodwater.org/boards.html</a>

See Exhibit H (Goodwater Online Police Department (visited June 14, 2001) <a href="http://www.goodwater.org/police.html">http://www.goodwater.org/police.html</a>).

<sup>158</sup> See id.

volunteers.<sup>159</sup> Goodwater has its own Water Works and Sewer Board that provides public utilities<sup>160</sup> and has a public transportation system.<sup>161</sup> Goodwater has its own zip code (35072).<sup>162</sup> All of these services provide an essential network of public services for the residents of Goodwater.

54. Goodwater offers its residents a variety of community and cultural resources.

Goodwater has its own public library, <sup>163</sup> a Senior Citizens Center, <sup>164</sup> a youth center, <sup>165</sup> and a Rotary Club. <sup>166</sup> Churches in Goodwater include the Goodwater Baptist Church, Goodwater Church of God of Prophecy, the Goodwater Presbyterian Church, and the Goodwater United Methodist Church. <sup>167</sup> In addition, a number of businesses identify themselves with the name of

See Exhibit H (Goodwater Online Fire & Ambulance (visited June 14, 2001) <a href="http://www.goodwater.org/fire.html">http://www.goodwater.org/fire.html</a>).

See Exhibit H (Goodwater Online Public Works (visited June 14, 2001) <a href="http://www.goodwater.org/publicworks.html">http://www.goodwater.org/publicworks.html</a>).

See Exhibit H (Goodwater Online Senior Citizens Center and Public Transportation (visited June 14, 2001) <a href="http://www.goodwater.org/seniors.html">http://www.goodwater.org/seniors.html</a>).

See Exhibit H (United States Postal Service City State / Zip Code Associations (visited June 14, 2001) <a href="http://www.usps.gov/cgi-bin/zip4/ctystzip2">http://www.usps.gov/cgi-bin/zip4/ctystzip2</a>).

See Exhibit H (Goodwater Public Library (visited June 14, 2001) <a href="http://www.goodwater.org/library.html">http://www.goodwater.org/library.html</a>).

See Exhibit H (Goodwater Online Senior Citizens Center and Public Transportation (visited June 14, 2001) <a href="http://www.goodwater.org/seniors.html">http://www.goodwater.org/seniors.html</a>).

See Exhibit H (Yahoo! Yellow Pages (visited June 14, 2001) <a href="http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">https://yp.yahoo.com/py/ypResults.py?stx=goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">https://yp.yahoo.com/py/ypResults.py?stx=goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">https://yp.yahoo.com/py/ypResults.py?stx=goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">https://yp.yahoo.com/py/ypResults.py?stx=goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">https://yp.yahoo.com/py/ypResults.py?stx=goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">https://yp.yahoo.com/py/ypResults.py?stx=goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&sc=5>">https://yp.yahoo.com/py/ypResults.py.

<sup>166</sup> Conversation with Goodwater City Clerk.

See Exhibit H (Yahoo! Yellow Pages (visited June 14, 2001) <a href="http://http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://http://yp.yahoo.com/py/ypResults.py?stx=goodwater&stp=a&tab=B2C&city=Goodwater&state=AL&country=us&slt=33.088699&sln=-86.070000&cs=5>">http://htt

the town, such as the Goodwater Amoco Food Shop, Goodwater Auto Parts, Goodwater Discount Drug, and Piggly Wiggly Foodstore of Goodwater. 168

55. In light of the strong indicia of a nexus between the community and its political, social and commercial organizations, the City of Goodwater clearly merits community status for FCC allotment purposes. A grant of the proposal would provide first local aural service to the residents of Goodwater.

## VI. PROPOSED MODIFICATION TO VACANT CHANNEL 248A, PINE LEVEL, ALABAMA.

56. To accommodate the Goodwater Proposal and ultimately the Gardendale Proposal, Cox proposes to modify the reference coordinates of vacant and unapplied-for Channel 248A, Pine Level, Alabama (the "Pine Level Proposal"). As indicated in the Technical Exhibit, the Pine Level Proposal complies with the Commission's technical requirements. Operation from the proposed site at Pine Level would provide the requisite city grade signal coverage to all of Pine Level and would comply with the minimum distance separation requirements. As proposed, the Channel 248A service area would contain 28,920 persons in an area of 2,460 square kilometers. Operation from the modified reference coordinates would result in a "net" gain of 12,200 persons. The loss area would contain service from at least five other full-time stations and thus is well-served.

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<sup>&</sup>lt;sup>168</sup> See id.

See Exhibit B (Technical Exhibit).

<sup>&</sup>lt;sup>170</sup> See id.

<sup>&</sup>lt;sup>171</sup> See id.

<sup>&</sup>lt;sup>172</sup> See id.

<sup>&</sup>lt;sup>173</sup> See id.

## VII. PROPOSED REALLOTMENT OF CHANNEL 249A TO JEMISON, ALABAMA, AS FIRST LOCAL SERVICE.

57. To accommodate the Goodwater Proposal and ultimately the Gardendale Proposal, Cox proposes to reallot Channel 249A from Clanton to Jemison, Alabama, for use by WEZZ-FM as its first local service (the "Jemison Proposal"). Southeastern Broadcasting Co. ("Southeastern"), licensee of WEZZ-FM, has consented to the modification of WEZZ-FM's license to change its community of license and transmitter site and agreed to file an application to implement the changes consistent with the Commission's spacing rules upon grant of the Counterproposal. Moreover, Scott Communications, which holds an option to acquire WEZZ-FM from Southeastern has agreed to exercise such option and to file an application with the Commission to implement the facilities changes upon grant of Cox's Counterproposal. In accordance with the Commission's policies, Cox pledges to reimburse Southeastern or Scott Communications, as the case may be, for its reasonable costs in implementing the proposal.

#### A. Technical Compliance.

58. The Jemison Proposal complies with the Commission's technical requirements. The Operation from the proposed site would provide the requisite city grade signal coverage to Jemison and would comply with the minimum distance separation requirements. The proposed allotment of Channel 249A at Jemison is mutually exclusive with WEZZ-FM's present

A copy of the consent is included as Exhibit I.

See Exhibit A (Letter from Paul Scott Alexander of Scott Communications, Inc. dated June 15, 2001).

See Exhibit B (Technical Exhibit).

<sup>&</sup>lt;sup>177</sup> See id.

assignment of Channel 249A at Clanton, Alabama and thus complies with Section 1.420(i) of the Commission's rules.<sup>178</sup>

59. The Channel 249A service area would contain 60,580 persons in an area of 2,460 square kilometers.<sup>179</sup> The substitution would result in a "net" gain of 15,700 persons.<sup>180</sup> The loss area would contain service from at least five other full-time stations and thus is well-served.<sup>181</sup> No aural services are assigned to Jemison.<sup>182</sup> Clanton would have a remaining local aural daytime service from WKLF(AM) on 980 kHz.<sup>183</sup> Accordingly, grant of Cox's Counterproposal would provide Jemison with its first local aural service and achieve a preferential arrangement of allotments.<sup>184</sup>

#### B. Jemison is a Community Deserving of First Local Aural Service.

60. The Town of Jemison, Alabama, qualifies as a community under the criteria set forth above and merits a first local aural service preference. Jemison is an incorporated town<sup>185</sup> and its population is listed in the U.S. Census, <sup>186</sup> thus satisfying the Commission's basic criteria for community status.<sup>187</sup> Jemison's local government, social organizations, and local businesses

<sup>&</sup>lt;sup>178</sup> See id.

<sup>&</sup>lt;sup>179</sup> *See id.* 

<sup>&</sup>lt;sup>180</sup> See id.

<sup>&</sup>lt;sup>181</sup> See id.

<sup>&</sup>lt;sup>182</sup> *See id.* 

See id.

See Geneseo, Illinois and DeWitt, Iowa, 12 FCC Rcd 19477, ¶ 4 (1997) (granting proposal for first local aural service where present community would continue to be served by a daytime-only AM station).

See Exhibit J (2000 Rand McNally Commercial Atlas and Marketing Guide).

See Exhibit J (U.S. Census, Census 2000).

See e.g., Pontontoc, Tennessee, 11 FCC Rcd 14430, ¶ 15 (1996) (stating that the proposed community's incorporation and listing in the Census meet the Commission's basic criteria for continued...

all identify themselves with the community of Jemison and create a cohesive network for the residents of the town

- 61. The Town of Jemison is not located within any Census-defined Urbanized Area and would not encompass any portion of an Urbanized Area. Accordingly, a *Tuck* analysis demonstrating that Jemison is independent of an Urbanized Area is not required. 189
- 62. As The Jemison Inn describes on its website, Jemison is a "small, quaint town with all its old-fashioned sights and sounds." Jemison is incorporated, has a population of 2,248 people and occupies an area of 19.663 square kilometers. Jemison is the second largest municipality in Chilton County. Jemison has its own city hall and local government, loc

<sup>...</sup>continued

allotment purposes); *Brookline, Missouri*, 10 FCC Rcd 13038, ¶ 4 (1995) ("While 'incorporation is not a prerequisite [for community status], and while a community need not have a clearly delineated area and population, it is no doubt correct to state that in most cases a community is a city, town, village, or other political subdivision."); *Naples, Florida*, 69 FCC 277, ¶ 11 (1997) (stating that the question of community status is "easily answered" "[i]f it is any incorporated community").

See Exhibit B (Technical Exhibit).

Tuck; see, e.g., Headland, Alabama, and Chattahooche, Florida, 10 FCC Rcd 10352, ¶ 11 (1995).

See Exhibit J (Bed and Breakfast Online Jemison Inn (visited June 13, 2001) <a href="http://www.bbonline.com/al/jemison">http://www.bbonline.com/al/jemison</a>).

See Exhibit J (2000 Rand McNally Commercial Atlas and Marketing Guide).

See Exhibit B (Technical Exhibit).

See Exhibit J (Key to the City (visited June 13, 2001)

 $<sup>&</sup>lt;\!\!\!\text{http://www.pe.net/}\!\!\sim\!\!\!\text{rksnow/alcountyjemison.htm}\!\!>\!\!).$ 

See Exhibit J (Jemison High School and Its Community (visited June 13, 2001) <a href="http://home.hiwaay.net/~jhs1/Community/community.html">http://home.hiwaay.net/~jhs1/Community/community.html</a>).

Conversation with City Clerk.

led by Mayor Kenneth Ray<sup>196</sup> and five council members.<sup>197</sup> Jemison's police department is led by Police Chief Jeff Townsend<sup>198</sup> and staffed by five full-time and three part-time officers.<sup>199</sup> Jemison's fire department is staffed by nineteen volunteers.<sup>200</sup> Jemison has its own post office<sup>201</sup> and its own zip code (35085).<sup>202</sup> Jemison has its own Jemison Public Library,<sup>203</sup> and residents may attend any one of many churches.<sup>204</sup> Jemison has a Masonic Lodge,<sup>205</sup> and numerous businesses identify themselves with the name of the town: Jemison Building Supply, Jemison Florist, Jemison Interstate Chevron, Jemison Mart, and Jemison True Value Home Center.<sup>206</sup>

63. In light of the strong indicia of a nexus between the community and its political, social and commercial organizations, the Town of Jemison clearly merits community status for FCC allotment purposes. A grant of the proposal would provide the residents of this community

See Exhibit J (Alabama League of Municipalities, Elected Mayors (visited June 17, 2001) <a href="http://www.alalm.org/">http://www.alalm.org/</a>).

<sup>197</sup> Conversation with City Clerk.

See Exhibit J (Jemison Police Department (visited June 13, 2001)

<sup>&</sup>lt;a href="http://www.usacops.com/alp35085">http://www.usacops.com/alp35085</a>).

Conversation with City Clerk.

<sup>&</sup>lt;sup>200</sup> *Id.* 

<sup>&</sup>lt;sup>201</sup> *Id.* 

See Exhibit J (United States Post Office City/State Zip Code Associations (visited June 13, 2001) <a href="http://www.usps.gov/cgi-bin/zip4/ctystzip2.html">http://www.usps.gov/cgi-bin/zip4/ctystzip2.html</a>).

See Exhibit J (Yahoo! Yellow Pages (visited June 13, 2001)

<sup>&</sup>lt;a href="http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL&country=us&slt=32.966099&sln=-86.740303&cs=5>">http://http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL&country=us&slt=32.966099&sln=-86.740303&cs=5>">http://http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL&country=us&slt=32.966099&sln=-86.740303&cs=5>">http://http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL&country=us&slt=32.966099&sln=-86.740303&cs=5>">http://h

See Exhibit J (Church List for Jemison, Alabama (visited June 13, 2001) <a href="http://www.churchangel.com/WEBAL/jemison.htm">http://www.churchangel.com/WEBAL/jemison.htm</a>).

<sup>205</sup> Conversation with City Clerk.

See Exhibit (Yahoo! Yellow Pages (visited June 17, 2001)

<sup>&</sup>lt;a href="http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=jemison&stp=a&tab=B2C&city=Jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py?stx=jemison&state=AL &country=us&slt=32.966099&sln=-86.740303&cs=5>">http://yp.yahoo.com/py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py/ypResults.py

with their first local aural service. Accordingly, the Commission should grant the counterproposal to reallot Channel 249A from Clanton to Jemison, Alabama.

### VIII. PROPOSED MODIFICATION TO CHANNEL 249A, THOMASTON, ALABAMA.

- Gardendale Proposal, the Counterproposal proposes to modify the reference coordinates of WAYI(FM), Channel 249A, Thomaston, Alabama (the "Thomaston Proposal"). Marengo Broadcast Associates ("Marengo"), licensee of WAYI(FM), has consented to the modification of WAYI(FM)'s license to change its transmitter site and agreed to file an application to implement the changes consistent with the Commission's spacing rules upon grant of the Counterproposal.<sup>207</sup> In accordance with the Commission's policies, Cox pledges to reimburse Marengo for its reasonable costs in implementing the channel substitution.
- 65. The Thomaston Proposal complies with the Commission's technical requirements.<sup>208</sup> Operation from the proposed site at Thomaston would provide the requisite city grade signal coverage to all of Thomaston and would comply with the minimum distance separation requirements.<sup>209</sup> As proposed, the Channel 249A service area would contain 24,170 persons in an area of 2,460 square kilometers.<sup>210</sup> There would be a "net" gain of 7,090 persons resulting from the modification of the reference coordinates.<sup>211</sup> The loss area would contain service from at least five other full-time stations and thus is well-served.<sup>212</sup>

A copy of the consent is included as Exhibit K.

See Exhibit B (Technical Exhibit).

<sup>&</sup>lt;sup>209</sup> See id.

See id.

<sup>&</sup>lt;sup>211</sup> See id.

See id.

# IX. THE COMMISSION SHOULD GRANT THE COUNTERPROPOSAL OVER THE AUBURN PROPOSAL BECAUSE THE COUNTERPROPOSAL WOULD BETTER SERVE THE PUBLIC INTEREST.

66. Cox's Counterproposal presents a set of interrelated allotments that is mutually exclusive with the Auburn Proposal and would achieve a preferential arrangement of allotments based on the FCC's allotment priorities. <sup>213</sup> First local service would be provided to the communities of Gardendale, Jemison, and Goodwater, while Homewood would maintain its local service, thus invoking the third FM allotment priority. The Auburn Proposal, on the other hand, would provide only a second local FM transmission service to Auburn and thus invokes the fourth priority. Moreover, the Cox Counterproposal would replace a Class A station with a superior Class C station in Homewood and would provide a "net" gain in service to 221,595 persons over an area of 6,030 square kilometers. Examination of these mutually exclusive proposals according to the FM allotment priorities and resulting public interest benefits clearly weighs in favor of granting the Cox Counterproposal to the exclusion of the Auburn Proposal.

Revision of FM Assignment Policy and Procedures at 90 FCC 2d 91. See, e.g., Moncks Corner, Kiawah Island, and Sampit, South Carolina, 15 FCC Rcd 8973, ¶ 16 (2000).

## X. SUMMARY OF PROPOSED AMENDMENTS TO FM TABLE OF ALLOTMENTS 47 C.F.R. § 73.202(b).

	<b>Present</b>	<b>Proposed</b>
Birmingham, Alabama	229C, 233C, 243C, 258C,	229C, 233C, 243C, 258C,
-	284C, 295C, 299C	284C, 299C
Clanton, Alabama	249A	
		(continues to be served by
		WKLF(AM))
Dadeville, Alabama	247A	262A
Homewood, Alabama	247A	295C
Gardendale, Alabama		247C2
Goodwater, Alabama		248A
Jemison, Alabama		249A
Orrville, Alabama	247A	300A
Talladega, Alabama	224A, 248A	224A

#### **CONCLUSION**

67. In light of the foregoing, the Commission should grant Cox's Counterproposal proposing the aforementioned mutually exclusive set of allotments and deny the Auburn Proposal.

Respectfully submitted,

COX RADIO, INC.

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June 18, 2001

#### CERTIFICATE OF SERVICE

I, Sherene F. McDougall, hereby certify that a true and correct copy of the foregoing "Comments and Counterproposal of Cox Radio, Inc. and CXR Holdings, Inc." was sent on this 18th day of June, 2001, via first-class United States mail, postage pre-paid, to the following:

John A. Karousos\*
Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Dale Broadcasting, Inc. P. O. Box 909 Alexander City, AL 35051

Williamson Broadcasting, Inc. 702 East Battle Street, Suite A Talladega, AL 35161

Marengo Broadcast Associates 5256 Valleybrook Trace Birmingham, AL 35244 Auburn Network, Inc. c/o Lee G. Petro, Esq. Gardner, Carton & Douglas 1301 K Street, N.W. Suite 900, East Tower Washington, D.C. 20005-3317

Scott Communications, Inc. 273 Persimmon Tree Road Selma, AL 36701

Southeastern Broadcasting Co. P.O. Box 1820 Clanton, AL 35045

\*denotes hand delivery

Sherene F. McDougall